



Dear Attendees of Content Marketing World:

On behalf of Positively Cleveland, I would like to welcome Content Marketing World back to Cleveland!

You're visiting our city during a time of unprecedented growth, vibrancy and exhilaration. Our region is currently welcoming more than \$2 billion of visitor-related infrastructure development, which includes the very convention center in which Content Marketing World is being held. So, not only are we excited to have your convention back where it belongs, but it's back during a time when you can experience our growth.

While in town, make sure to take advantage of Cleveland's many downtown attractions like the Greater Cleveland Aquarium, the Horseshoe Casino Cleveland and PlayhouseSquare. Or, head over to some of our famed neighborhoods like Ohio City, the Detroit-Shoreway Neighborhood or Coventry Village. And, after a long day of meetings, take some time to enjoy our many nationally recognized restaurants and bars. In fact, more than 40 restaurants are located within walking distance of the Cleveland Convention Center.

And, while Cleveland has been ranked as one of the most walkable cities in the country, always feel free to hop aboard a green "Smile-And-Ride" trolley bus, which will transport you around downtown, past several hotels and to multiple attractions like the Rock and Roll Hall of Fame and Museum free of charge.

Once again, welcome to Cleveland! If you have any questions or concerns during your stay, stop by our Visitors Center located at 334 Euclid Avenue, visit us online at www.PositivelyCleveland.com, call us at 800.321.1001 or connect with us on Twitter at @PositivelyCleve.

Thank you,

David Gilbert
President/CEO
Positively Cleveland